

Campus Ambassador Officer

June 28, 2016

TA TALENT
ACQUISITION
GROUP

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What is the Campus Ambassador Program?

The Campus Ambassador Program is designed to assist in building long-term relationships with key influencers at select diverse college campuses by utilizing staff employees to represent the CIA. The Campus Ambassador Officer (CAO) will:

1. Provide institutional knowledge about the CIA;
2. Establish and maintain ongoing communication with diverse groups;
3. **Drive qualified applicants, students and full-time, to apply to the Agency.**



Objectives:

- ▶ Build CIA brand awareness on campus and demonstrate why CIA is an employer of choice and this is the main focus of the CAO.
- ▶ Collaborate with the Regional Recruiters to assist in building sustainable relationships with key influencers and key student organizations to drive diverse, qualified applicants to apply to CIA occupations.
- ▶ Represent the CIA by sharing institutional knowledge about the CIA's mission as well as the student and career opportunities that are available.



CAO Expectations

- ▶ Complete orientation session and all required training classes.
- ▶ Work closely with designated Regional Recruiter to participate at least two events per year at the assigned school.
 - Regional Recruiter will lead the effort and collaborate with the CAO to build sustainable relationships with key influencers and students.
- ▶ Complete Event Report for each visit to document successes and lessons learned.
- ▶ Coordinate with CAO Program Manager regarding travel and budget requirements.
- ▶ Provide input to the Regional Recruiter on the annual school evaluation form after every event.
- ▶ CIA Branding
- ▶ Specify roles – Regional Recruiters; CAO; Division Recruiters; REC (see sample)
- ▶ Coordination with the Regional Recruiter is key. The CAO will spend time with the hiring divisions to learn about the various occupations and the differences in occupations between hiring divisions. The bottom line concern is that the CAO will only be advocating for “their” occupation, need to fully understand all occupations.



Sample of CAO Activities

- CIA Branding
- Attend meetings and planning sessions with key influencers (deans, professors, faculty members), student organizations, professional associations, and affinity groups.
- Facilitate targeted events (i.e., workshops, judges for panels) Meet with students and serve as a mentor when appropriate.
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- Conduct workshops- writing resumes; service center; attend homecoming; classroom presentations-(branding effort).



Core Schools for the CAO Program

- ▶ The Core Schools were chosen by criteria run by Sourcing
 1. Howard University
 2. Florida International University
 3. University of Mexico @ Albuquerque
 4. Columbia University New York
 5. University of Illinois @Chicago

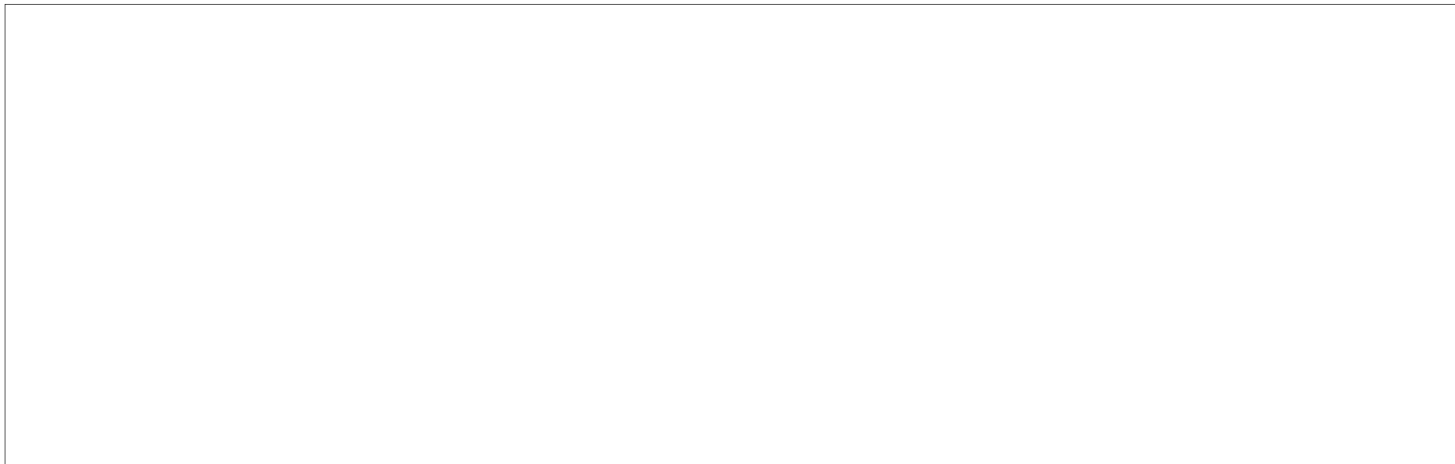
At your school the focus will be:

Diversity

Academics- how can we work with the university



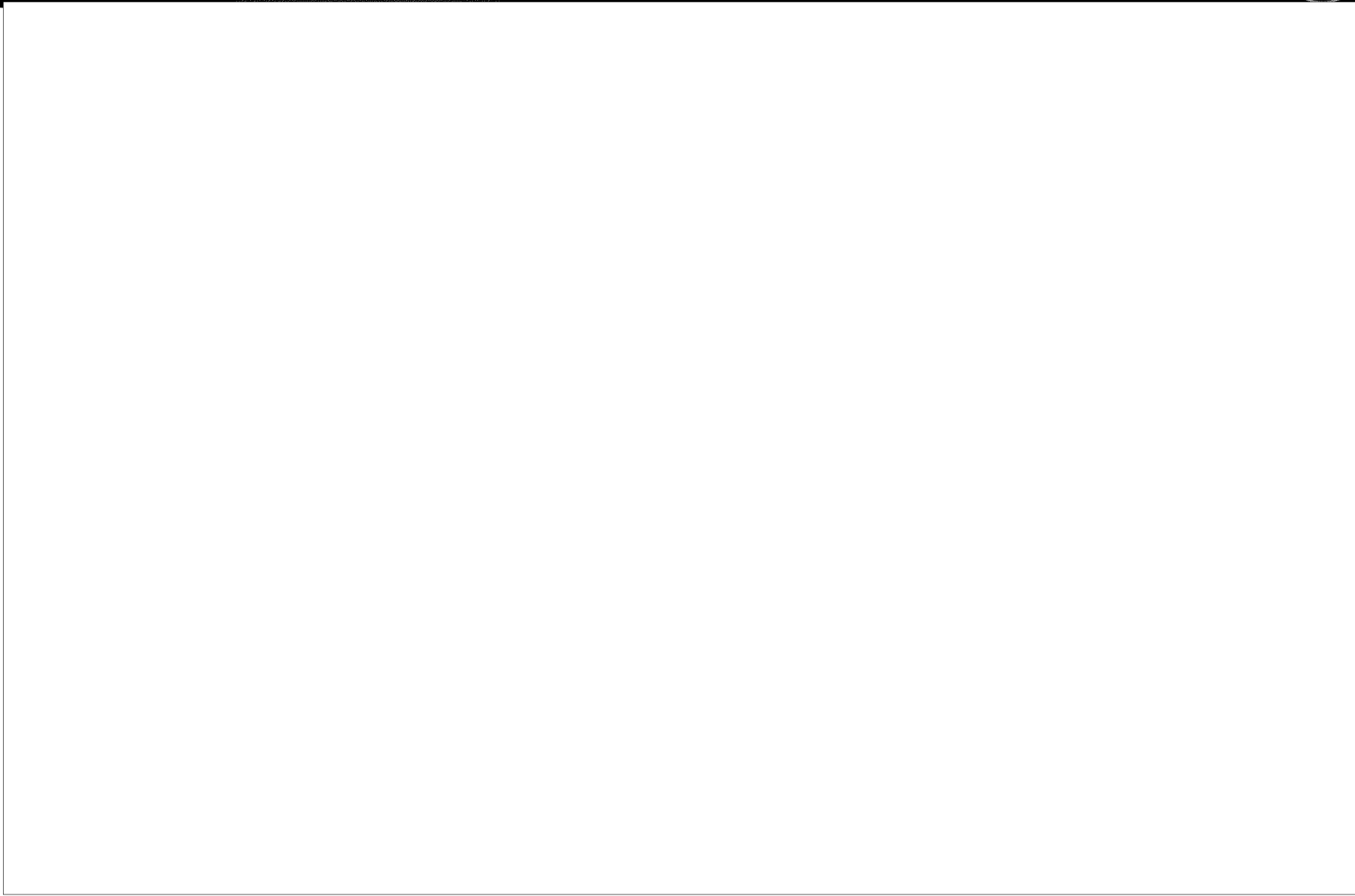
CAO Training Classes



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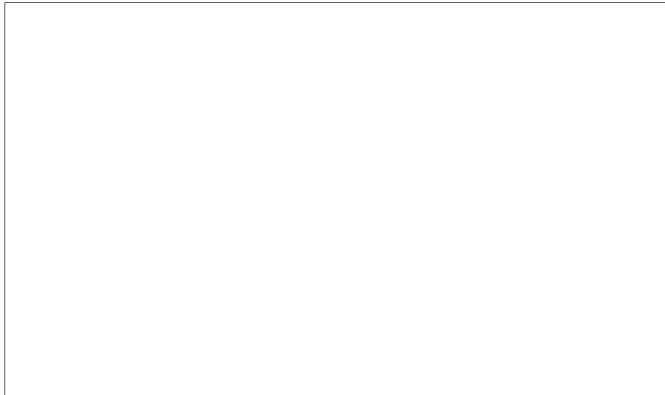
Annual Evaluation- ROI

Regional Recruiter and CAO provide input:

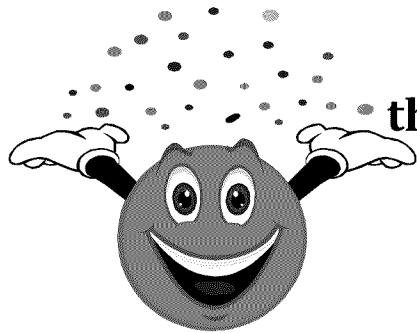
- How cooperative and willing was the school to work with the Agency?
- How receptive was the school to our interactions?
- Did the school provide proactive suggestions, like attending certain activities, asking questions, wanting to help us succeed?
- How much time did you dedicate to maintaining the relationship?
- Should school continue to be a core school?
 - Why?
 - Why not?



Points of Contact



(b)(3)
(b)(6)



**Thank You for Supporting
the Campus Ambassador Officer Program!**